SOFT DRINKS □ BEER □ BOTTLED WATER □ WINE □ POWDERS □ JUICES □ SPIRITS

OCTOBER 1984

Beverage Industry

MARKETING □ DISTRIBUTION □ TECHNOLOGY

HBJ PUBLICATION

NBWA in Las Vegas

Expect 4,000 at 1984 show

LAS VEGAS, NV—More than 170 suppliers of products and services to the malt beverage wholesaling industry will maintain exhibits and hospitality rooms at this year's annual convention of the National Beer Wholesalers Association, Oct. 28-31 at the Las Vegas Convention Center. Over 4,000 are expected to attend.

A welcome party for all registrants on Sunday evening, Oct. 28, at a local entertainment park will get the convention underway. Monday through Wednesday conference sessions will run from 9 a.m.-11 a.m. Exhibit hall hours are 11 a.m.-4 p.m. Monday and Tuesday, and 11 a.m.-3:30 p.m. on Wednesday. In addition, hospitality rooms will be open noon-4 p.m. Monday and Tuesday and noon-3:30 p.m. on Wednesday.

Monday morning will begin with the association's annual business meeting and a welcoming address by Nevada Gov. Richard Bryan and Nevada Beverage Co.'s John Wasserburger, this year's local host. The meeting will be followed by a presentation given by the convention's keynote speaker Arizona Sen. Barry Goldwater.

Philip Katz, senior vp research div., U.S. Brewers Assoc., Washington, DC, will

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BI Report

■ COCA-COLA reportedly is rolling out its version of a 3-L PET bottle in three markets: Dallas, San Antonio, TX, and Columbus, GA.

■ SEAGRAM'S SIGNS franchise agreement with Pepsi Bottling Group to market the mixers in Los Angeles. Seagram's is marketed by Premium Beverages, a wholly-owned subsidiary of New York Coke, which is partially owned by The Coca-Cola Co. Industry grapevine speculates that PBG may take on the brand in as many as four other markets where it does not have mixer lines.

■ FDA EXPECTED to grant prior sanction status for caffeine use in soft drinks up to 0.02% by weight. Agency is also expected to propose changes in the soda water standard of identity which would also allow caffeine-free soft drinks to be labeled as colas.

■ CANADA DRY, seeing continued interest in low calorie, flavored seltzers, will introduce

(Continued on page 80)

Body firms rolling out new units

by Paul E. Mullins
Editor

SPECIAL REPORT—For the beverge truck body buyer, this is going to be a year of multiple choices.

For the first time in recent history, body suppliers have invested considerable R&D funds into their new units and will offer everything from a totally new body design to new door locks.

One of the reasons for this across-the-board innovation is that all of the major suppliers are coming off record sales years. If the preliminary results from this year's **Beverage Industry** purchasing study and vehicle and truck body purchasing plans hold up, then 1985 is going to be another record year for them.

Here—in capsule form—is what buyers can expect to evaluate as the new bodies and trailers are introduced at the major beverage shows around the country:

- New, unitized aluminum bodies;
- New trailers to boost capacity by hitching on to

(Continued on page 50)

Above left: Hesse's new combination pinch and drop frame. **Above right:** Hackney & Sons new booster trailer. **Center:** A Reliable 'job specific' trailer for Massachusetts Crinc. **Bottom:** Mickey offers a rear bay for returnable storage.

Pack Expo in Chicago

Record attendance, exhibitors at PMMI

CHICAGO—Pack Expo '84, scheduled for Oct. 29-Nov. 2 in McCormick Place here, will feature a record breaking 650 exhibiting companies, displaying over 3,000 machines on 485,000-sq.-ft. of exhibition space.

With over 35,000 packagers expected, attendance from the food and beverage industries, the largest industrial consumer of packaging equipment and materials, represents 40.5% of the show. Almost 40% of the attendants will be from management, with 19.1% engineers and 18.4% sales and marketing.

The show runs Monday, Oct. 29, through Friday, Nov. 2. Doors open each day at 9 a.m. and close at 5 p.m. daily except Friday when it closes at 2 p.m.

A large percentage of machines, 80 to 90%, are operable during show hours.

A series of seminar/workshops will run from Tuesday through Thursday, 9 a.m. to 12:30 p.m.

Those of interest to beverage producers include *Composite Cans for Aseptic Packaging*, presented by Michael G. O'Neil of Cascade Corp. Dr. Kenneth S. Marsh of Kenneth S. Marsh and Associates will discuss *Computer-Aided Shelf Life Prediction. Aseptic Packaging Processing Systems* will be discussed by Raymond A. Bourque of Ocean Spray Cranberries Inc. and Charles B. Price, Conoffast Continental Packaging Co.

Coming Packaging Innovations from Overseas will be

(Continued on page 47)

BI Now Package

Quart-size can debuts

Miller Brewing Co. has introduced its quart-size can in 18 U.S. markets after successful test marketing in Chicago, Houston and New Orleans. Miller opted to use Reynolds' quad-neck can. See page 16.

Beverage Industry

Wine coolers, like these, are a rapidly growing segment of the beverage industry, but many at one time thought they were just a flash in the pan.

Beer distributors sought

Wine cooler market emerges

by Soni Bayles
West Coast Correspondent

SPECIAL REPORT—Some call it a fad and compare it to the rage caused by "pop" wines of the '70s. However, most people in the beverage industry are beginning to respect the pre-mixed wine cooler as a significant new segment in the marketplace.

Detractors insist the craze has crested and fallen in the less than two years since the wine cooler made its debut in a pre-mixed form in bottles and cans. In fact, several major wineries abandoned plans to develop their own versions based on their perception of the future of the product. And, many newcomers in this field have gathered more dust on the shelf than profits in the cash register.

Yet, survivors have emerged and continue to expand their territories and share of beverage sales. Although each has its own special formula, packaging philosophy and marketing strategy, wine coolers have several things in common—most formidably, a distribution through beer wholesalers.

Michael Crete, founder of California Cooler, the unquestioned leader of the pack with an estimated 70% of the market, was working for a beer distributor when he

(Continued on page 23)

Flourishing allieds tell how to succeed

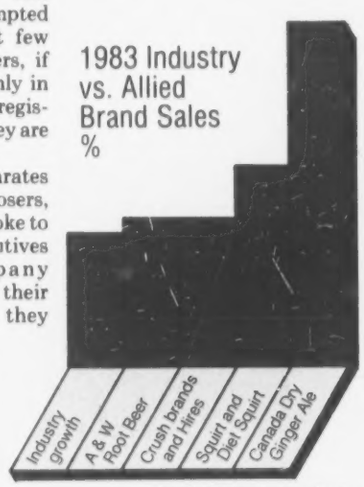
by Gary A. Hemphill
Managing Editor

SPECIAL REPORT—Over the past four or five years, literally hundreds of new soft drink brands have attempted market entry. A select few have made it. The others, if they exist at all, exist only in the lists of trademarks registered in Washington. They are the losers.

To find out what separates the winners from the losers, **Beverage Industry** spoke to leading marketing executives and franchise company officials about what set their brands apart and why they became winners.

Basically, here are some of the common denominators which all of today's successful products have displayed:

- A quality product, usually developed by a top flavor firm.
- A product difference, either a unique flavor, a unique color, or unique positioning.
- Sufficient marketing funds to "drive" the product in the marketplace.
- A "helluva good trademark."


1983 Industry vs. Allied Brand Sales %
Industry growth
A & W Root Beer
Crush brands and Hires
Squirt and Diet Squirt
Canada Dry Ginger Ale

Source John C. Maxwell Laidlaw

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As a rule, those which fail will generally display the fol-

(Continued on page 38)

Sweetener firms show unity at 1st symposium

ITASCA, IL—"United we stand, divided we fall" may be an oft-quoted remark, but it is a description that accurately depicts unification of a new organization for sweetener companies

Such a group consisted of various sugar beet, cane sugar and corn growers associations and several processors who attended in August the first International Sweetener Symposium at The Hamilton Hotel. The symposium was sponsored by the United States Sweetener Producers Group.

Asserting their positions and flexing their collective muscles, the members proclaimed their unity in overcoming such economic and political barriers as imports, price subsidies by foreign governments and a relatively passe federal bureaucracy.

Some of the information divulged at the symposium included:

- Sugar is the most politicized commodity; nations, except the U.S., protect their own sugar producers with support programs;
- The United States produces slightly more than half of American sugar needs, but the U.S. imports the rest of its sugar;
- The European Economic Community guarantees its

(Continued on page 34)

Working women: 80% use SD's once a week

NEW YORK—A recent market research report on working women indicates strong preferences for soft drinks as well as other beverages and convenience foods.

The study, commissioned by *Newsweek* magazine and completed by Mathematica Policy Research of Princeton, NJ, is titled "Women Who Work." It was conducted during January and February 1984, using 713 working women nationwide in a telephone survey. Data represents women between the ages of 21 and 65 who have regular employment outside the home at least 25 hours per week.

The survey reveals 80% use soft drinks at least once a week and more than half (55%) use soft drinks four or more days per week. Researchers note that it is likely that the use of soft drinks reveals little about entertaining, since many households consider soft drinks to be an essential part of the American life-style.

Following convenience foods, the third most frequently purchased item is wine. It is used at least once a week by 31% of the respondents.

Both light beer and other alcoholic beverages are used by one-fifth of the families of working women. The remaining products (and their rate of use in the week preceeding the survey) are mineral waters (13%), cordials and liqueurs (12%), and gourmet foods (11%).

The survey indicates that marital status and child status make a difference in the lives of working women. While groups do not vary greatly, women without children show a greater tendency to buy most of the selected products. This

(Continued on page 29)

Buying patterns of working women by education
(percentage indicates use of selected foods/beverages at least once in previous week.)

	No College	Some College	College Graduate
Soft drinks	82%	85%	76%
Wine,	22	32	47
Light beer	19	22	21
Other alcoholic beverages*	13	27	28
Mineral or sparkling water	11	9	18
Cordials, liqueurs, or creams	8	13	18

*This category excludes beer, light beer, wine, cordials, liqueurs, and creams.

Source: Newsweek

Copyright: **Beverage Industry** October 1984

Features

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A California bottler recently introduced a 12-can pack with Mead's TriFi printed polyethylene film system. The result? The pack outsold returnables 2-to-1 at a distribution level of 85%.

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The chairman of the National Beer Wholesalers' Association speaks candidly in this exclusive **Beverage Industry** interview on the many issues facing malt beverage wholesalers in the United States today.

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In another exclusive focus report, **BI** surveys top industry suppliers regarding high-speed conveyors for both bottling and canning lines.

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Hackney and Sons implements the "Air Force fixture" to help meet its exacting standards in beverage bodies and trailers. The device lifts a truck's chassis a few inches off the ground.

56 **Canner enjoys triple necks**
Astro Canners of Denver was the first to convert to Ball's triple spin neck cans. "We like them," says a company official in this report.

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Soundoff

Maintain current controls

"It is far less costly to produce fructose than it is to produce sucrose ... The fructose industry and the sucrose industry would not survive at the level without government help ... clearly ... there is a need for the current controls to stay in place ... there is next to no chance of the current legislation not being extended ... it would be a death warrant for all of the U.S. ... cane and beet industry."

Patric McLaughlin, President, Corn Processing Division, American Maize Products Company addressing the New York Society of Security Analysts, Inc.

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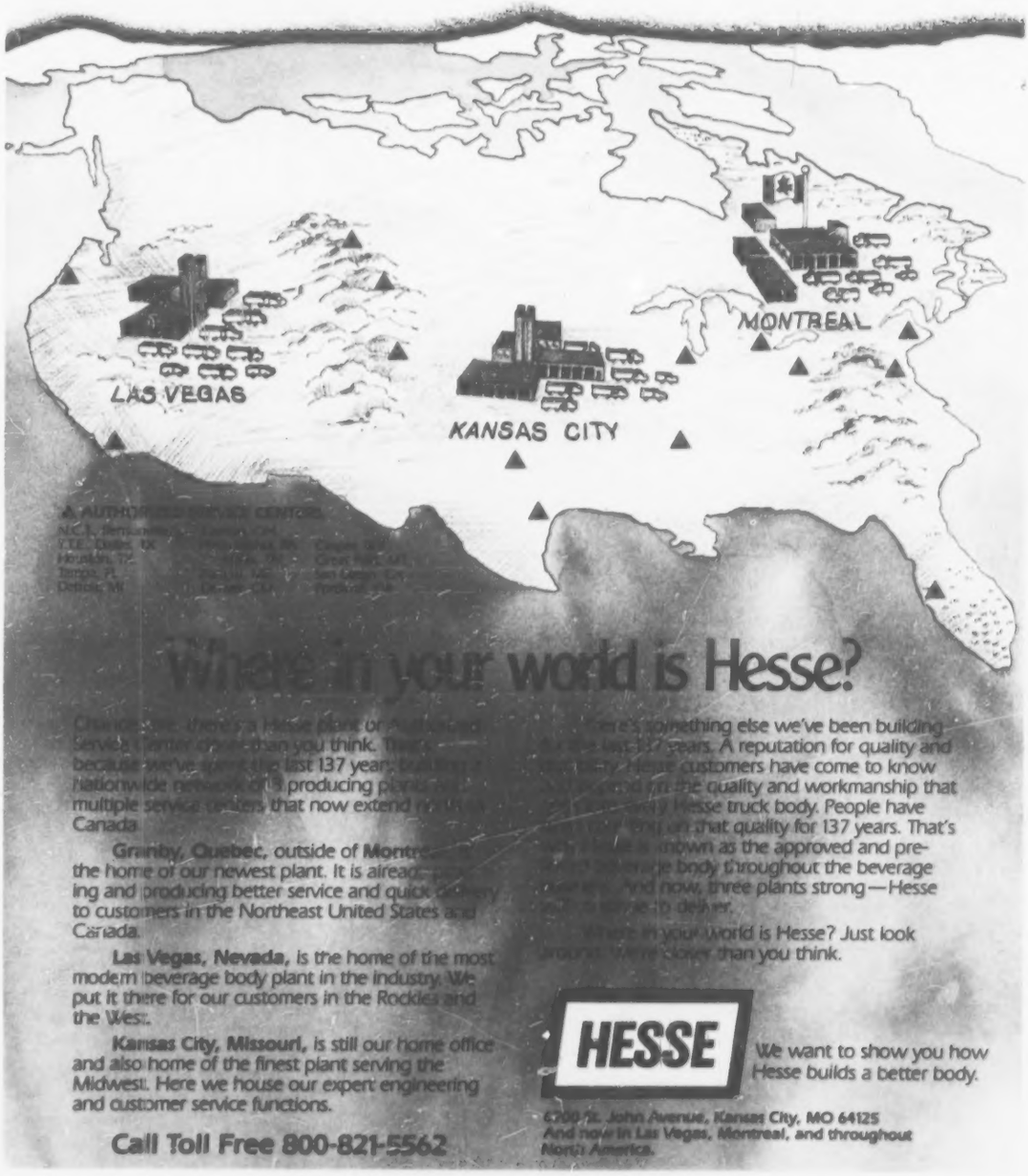
WHERE'S HESSE?



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Buying patterns of working women by age
(percentage indicates use of selected foods/beverages at least once in previous week.)

Age	21-24	25-34	35-44	45-54	55-65
Soft drinks	91%	78%	82%	86%	64%
Wine	38	28	36	29	24
Light beer	26	24	16	21	9
Other alcoholic beverages*	23	20	21	23	17
Mineral or sparkling water	17	13	13	11	10
Cordials, liqueurs, or creams	16	12	10	13	11

*This category excludes beer, light beer, wine, cordials, liqueurs, and creams.

Source: Newsweek

Copyright: **Beverage Industry** October 1984

Working women: 80% use SD's once a week

(Continued from page 4)

pecially true for married women without children. The difference is most pronounced for various alcoholic beverages.

Upscale women

For "upscale" women (defined as a woman who has reached a level at which she earns a high income of $25,000 or more) the use of food and beverage is a more complex issue. With respect to soft drinks, convenience foods, and light beer, there is a slight inverse relationship between consumption and income. For most other products, use is positively related to income.

Large differences exist with respect to wine (the level of use for low-income women is half that of high-income), as well as to other alcoholic beverages, bottled water and gourmet foods.

Not only do these goods reflect an "upscale" life-style, they are also products that are frequently used when entertaining, and their higher level of use probably reflects a coping mechanism by high-income women, according to researchers.

The study indicates that college graduates use more "upscale" foods and beverages than do other women, in some cases more than twice as much. Education is positively related to the consumption of wine, cordials and liqueurs, and the other alcoholic beverages, bottled waters and gourmet foods.

College graduates drink fewer soft drinks, but education is not related to the use of convenience foods and light beer.

This research study confirms the fact that it is young women doing the buying. With respect to the use of foods and beverages, younger women use practically all products surveyed more frequently than older women. They are especially likely to use soft drinks, convenience foods, wine, light beer and bottled water.

Ninety-one percent of the women in the 21-to-24 age bracket purchase soft drinks while 64% in the 55-to-65 age bracket make the choice.

Results of the *Newsweek* study confirm many earlier suspicions about working women.

For a copy of the survey, send a check for $35 payable to Newsweek, Inc., to: Newsweek Advertising Research Center, 444 Madison Ave., New York 10022. □

Only nature has had more experience with citric acid than Pfizer

Making the complex look simple is an art. Here, you see the art of a master engraver who has worked for months with the purest crystal.

His efforts delight the eye. Yet his subject, the orange and the stages in its growth, is greater than he. Oranges are one of nature's own masterpieces, evolved over countless eons. They create and protect, in lovely and fragrant form, that complex compound called Citric Acid.

Exactly how nature produces Citric Acid was long a mystery; the chemistry was too subtle, too sophisticated. But Pfizer was determined to solve that mystery, and set out to find ways to produce bountiful new supplies of Citric Acid through the natural process of fermentation chemistry.

It took us almost a generation of work, but it was done and done well. Today, Pfizer produces more Citric Acid than anyone in the world. Far more. And we have been working on Citric Acid longer than anyone else. With the sole exception of our teacher, Mother Nature herself. Pfizer commissioned this exquisite crystal piece in appreciation of the models she gave us.

Pfizer
CHEMICAL DIVISION

Wealthier households anticipated

NEW YORK—A newly-published report by FIND/SVP, a market research firm based here, projects affluent U.S. households to increase 86% in 1990. Affluent households are defined in the study as incomes of $40,000 or more in 1980 dollars.

Households will increase from 8.9 million in 1980 to 16.6 million by 1990.

The 227-page report, entitled *The Affluent Market*, provides data and analyzes who the affluent are, where they live, what and why they buy, and how to market goods to them.

The Affluent Market, published in March 1984, is available for $985. To order the study, write to: FIND/SVP, Information Products Division A5A, 500 Fifth Ave., New York, NY 10110; or call (212) 354-2424. □

Quantity and Value of Shipments by Producers

1982 product code	Product	1982 Number of companies with shipments of $100,000 or more	1982 Product shipments[1] Quantity[2]	1982 Product shipments[1] Value (million dollars)	1977 Number of companies with shipments of $100,000 or more	1977 Product shipments[1] Quantity[2]	1977 Product shipments[1] Value (million dollars)
20872 —	Liquid beverage bases, not for use by soft drink bottlers	(NA)	(X)	177.9	(NA)	(X)	213.0
20872 15	Cocktail mixes, mil gal	15	7.5	44.2	7	4.4	22.7
20872 21	Other liquid beverage bases, do	29	27.2	119.9	(NA)	93.9	183.0
20872 00	Liquid beverage bases, n.s.k.	(NA)	(X)	13.9	(NA)	(X)	7.4
20873 —	Liquid beverage bases for use by soft drink bottlers	(NA)	(X)	1 850.8	(NA)	(X)	919.6
20873 13	Containing kola extract or flavoring, mil gal	22	790.3	1 272.9	36	385.5	700.1†
20873 39	Other flavors, do	33	271.5	570.9	30	92.4	186.7
20873 00	Flavoring syrups for use by soft drink bottlers, n.s.k.	(NA)	(X)	7.0	(NA)	(X)	32.8
20874 59	Flavoring syrups for fountain, ice cream, home beverage use, all flavors, mil gal	37	202.2	671.7	40	151.1	396.8
20874 01	Concentrated fruit juice products (not frozen, not hot pack), including for fountain use, mil gal	28	92.2	132.8	21	*20.5	47.7

Note: In 1982 Census of Manufacturers, data for establishments of small single unit companies with up to 20 employees were estimated from administrative record data rather than data actually collected from respondents. Employment cutoff used for administrative records for each industry and shipments figures are included in code ending with "002." In both 1982 and 1977 Censuses of Manufacturers, products not completely identified on standard forms were coded in appropriate product class (five digit) followed by "00" or to appropriate product group code (four digit) followed by "099."

† Data reported by all producers, not just those with shipments of $100,000 or more.
‡ For some establishments, data have been estimated from central unit values which are based on quantity-value relationships of reported data. The following symbols are used when percentage of each quantity figure estimated in this manner equals or exceeds 10 percent of published figure: * 10 to 19 percent estimated; ** 20 to 29 percent estimated. If 30 percent or more is estimated, figure is replaced by (S).

Source: U.S. Department of Commerce

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VARIETY SIX PAK

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Model 112. Straight back frame, 44" high with medium "U" extension. 10" x 2½" wheels, with semi-pneumatic tires.
Circle No. 169

HI-CASE STACKER
Model 116. Straight back frame, 52" high with "Hi-U" extension. Dougle-grip handles. 8" wheels, semi-pneumatic tires.
Circle No. 170

BEVERAGE HANDLER
Model 117. Extra wide nose. 10" wheels and full pneumatic tires. Easy rolling, easy steering; roadways, curbs, sidewalks. 50" overall height.
Circle No. 171

HI-STACK HANDLER
Model 115. Same as Model 117, except has vertical loop handle for easy one hand balance and control. 50" high.

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Total dollar value up for liquid bases

SPECIAL REPORT—The total dollar value of product shipments of liquid beverage bases for use by soft drink bottlers climbed nearly 50% from 1977 to 1982, according to a report titled "1982 Census of Manufactures" by the U.S. Department of Commerce *(see acccompanying chart)*.

The report states that the shipments climbed dramatically to $1,850.8 million in 1982 from $919.6 million five years earlier. These figures are broken down further into beverages containing kola extract or flavoring.

Total value of kola extract or flavoring increased 55% in '82 compared to '77 marks, $1,272.9 million to $700.1 million. The quantity of such shipments increased greatly also. For 1977, the figure is 365.5 million gals. compared to '82s figure of 790.3 million gals., a 55% jump.

One reason for the dramatic increases can be related to the surge in consumption of soft drinks during the period of 1977-82.

Under the category, "other flavors," both quantity and dollar values increased from '77 to '82. Value moved from $186.7 million to $570.9 million while quantity increased from 92.4 million gals. to 271.5 million gals. during the same five-year period.

Dollar volume of flavoring syrups for soft drink bottlers' use, meanwhile, dropped suddenly between '77 and '82, $32.8 million to $7 million.

Beverage bases in other categories had jumps both in dollar volume and in shipments as well.

Cocktail mixes increased from $22.7 million in '77 to $44.2 million in '82 with quantity moving from 4.4 million gals. to 7.2 million gals.

"Other" liquid beverage bases dropped, both in quantities and in dollar volume. Dollar volume for this category dropped 65%, from $183 million to $119.9 million in '82. Quantity shipments fell from 93.9 million gals. to 27.2 million gals.

Flavoring syrups

Flavoring syrups for fountain, ice cream and home beverage uses surged in dollars and in shipments during the five-year period. Value increased to $671.7 million in '82 from $396.8 million while shipments increased from 151.1 million gals. to 202.2 million gals.

Concentrated fruit juice products, including for fountain use (not frozen nor hot pack), experienced increases also. Quantities moved from a low of 20.5 million gals. in '77 to a healthy 92.2 million gals. in '82. Such an increase also reflected in dollar volume, from $47.7 million to $132.8 million.

Meanwhile, the Commerce Department reports that concentrated fruit juices increased during the five-year period, but the "other flavors, including beverage bases" category dropped in both listings during the same time.

For concentrated fruit juices, dollar volume moved from $17.1 million to $28.3 million in '82 while quantity shipments increased to 4.5 million gals. from 3.6 million in '77.

Dollar volume for "other flavors" fell a hefty 74% between '77 and '82. The drop reflects an amount of $86.9 million in '82 from a high of $117.7 million. □

New product, package introduced by Tree Top

SELAH, WA—Tree Top, Inc., is now marketing shelf stable, 100% pure apple juice and four 100% pure fruit juice combinations in six-oz., spiral-wound composite containers available in six-packs.

The new packaging, developed by Continental Packaging Co., is a shelf stable container allowing more refrigerator space for consumers and retailers.

Unlike other shelf stable containers, composite containers do not require the use of hydrogen peroxide as a chemical sterilant in the packaging process.

Tree Top is debuting four juice combinations, fruit 'n berry, fruit 'n grape, fruit 'n citrus and fruit 'n apple.

• For more information on **Tree Top,** circle no. 407 on the reader service card; on **Continental Packaging Co.,** circle no. 408. □

Tree Top: New packaging.

Sweetener firms show unity at symposium

(Continued from page 4)

sugar producers a price substantially above their relatively high production costs;

• More than 100,000 U.S. workers, some seasonal, are directly involved in producing and processing domestic sugar.

Government affairs officials of the A.E. Staley Manufacturing Co., Decatur, IL, a leading U.S. processor, emphasize that the U.S. sugar program should be continued in the 1985 Farm Bill until foreign governments can be persuaded to stop their subsidy practices. The farm bill is pending before Congress.

Historical and Projected U.S. Sweetener Consumption (Refined Basis)

Item	1983 mst	1983 percent	1992 mst	1992 percent
Sugar	8.3	53	7.8	42
High Fructose Sweeteners	3.6	23	5.7	31
Glucose & Dextrose	2.5	16	2.4	13
Minor Caloric	0.2	1	0.1	1
Low Calorie 1/	1.1	7	2.5	13
Total	15.7	100	18.5	100

1/ Dry sugar equivalent.

Copyright: Beverage Industry October 1984

Source: Historical data from USDA.

Keynote speakers

Among the keynote speakers who outlined the intricacies of the political system's interest in the sweetener industry were Governor John B. Evans, Idaho; Congressman Kika De la Garza, Texas, and chairman of the House Agriculture Committee; and Senator "Sparky" M. Matsunaga of Hawaii.

The three politicos, in separate speeches to the 300-plus throng attending the two-day affair, each spoke of the effects the pending 1985 farm bill will have upon the numerous growers associations.

Evans, who said that his state's No. 1 industry is agriculture which encompasses 25% of the jobs in Idaho, expressed many concerns of American farmers, including exorbitant interest rates in purchasing additional land and farm equipment.

Another area that imperils the American sugar industry, said Evans, is foreign imports, particularly those of underdeveloped third-world countries. "Developing countries trade heavily in sugar," said Evans, "because sugar is usually the basis of a poor country's economy." Evans referred to the fact that many developing countries export their sugar to western nations, specifically the United States, where prices undermine the domestic sugar industry. Therefore, many U.S. companies purchase foreign sugar for their products, hurting the U.S. grower and making him face inevitable bankruptcy, said Evans.

Evans, who said that the U.S. is the world's lowest cost producer, also emphasized the destructive nature of the federal government's "PIK" program, or payment-in-kind farm subsidy program that Washington imposed upon farmers back in the early '80s. This program paid U.S. farmers *not* to grow corn to help reduce the supply of the crop.

The PIK program, according to Evans, hurt the American farmer because PIK took the farmer out of the free enterprise system.

In telling the attendants to review the 1985 U.S. farm bill, Evans, besides numerous U.S. economists and corporate financiers, along with thousands of prospective homebuyers, extolled the benefits of lower interest charges. The Idaho governor particularly emphasized that lower interest payments on farm machinery will benefit the farmer's attempt to purchase updated equipment, thus making the farm more productive.

De La Garza, in his remarks, told the attendees that "there is a general consensus in American agriculture that we must try to continue programs which bring some stability into the agricultural economy; but no final consensus at this point on specifically how those programs should work."

Although agreeing with the other speakers that concerted efforts by the growers and processors are important, De La Garza said that he hopes the 1985 farm bill will include programs to stabilize and protect farm income and to "avoid surpluses of major crops like grains, cotton, milk, rice and peanuts.

"Among other things, I hope the next bill will include a continuation of the current sugar program, which has worked effectively in recent years to keep our domestic industry alive, without any substantial cost to the taxpayer," he said.

Howard D. Samuel, president of the industrial union department of the AFL-CIO, expressed disparaging viewpoints in a morning session.

Samuel said that the sugar industry should not decry the misgivings of foreign trade, but rather the industry should work towards solidarity among the producers. Proclaiming the sweetener industry a "major league" industry, Samuel reiterated a point that circulated heavily throughout the symposium—that the growers, producers and users must achieve a solid working relationship in order to overcome the many severe issues affecting the sweetener industry.

Grower's view

Michael Warner, legislative committee chairman of the American Sugar Beet Growers Association and a sugar beet farmer, said in a panel discussion that there are four reasons why U.S. growers are the most efficient: fertile land; farmers who are also business managers; research and education; and incentives for the grower.

Warner said, however, that "the farming community right now is having the toughest time it has had in decades." He adds, though, that the "design" of the current sugar program is working well, according to Warner's estimates.

Warner asserted that it would be best for the sugar industry to "direct its energies and resources into the advertising program" established for the sugar growers association. □

William C. Motes discusses his 128-page study, "U.S. Sweetener Industry in the Decade Ahead."

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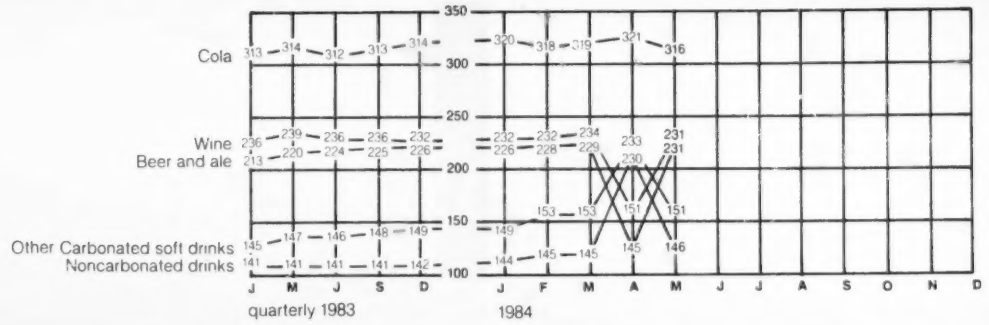
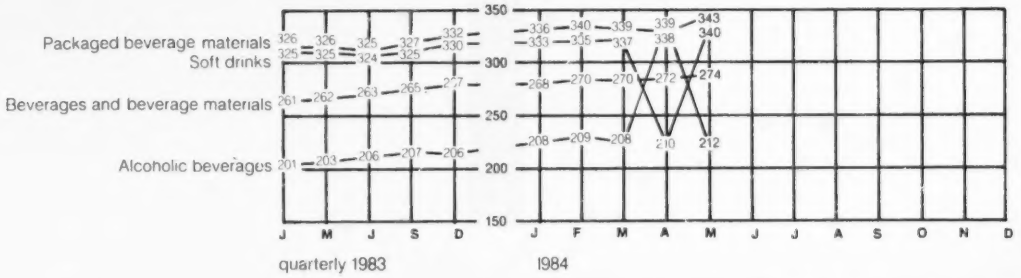
Chairman of the House Agricultural Committee, Congressman Kika de la Garza, advocates more stable agricultural programs.

Beverage Business Indicators

1984 CONSUMER PRICE INDEX (1967 = 100)

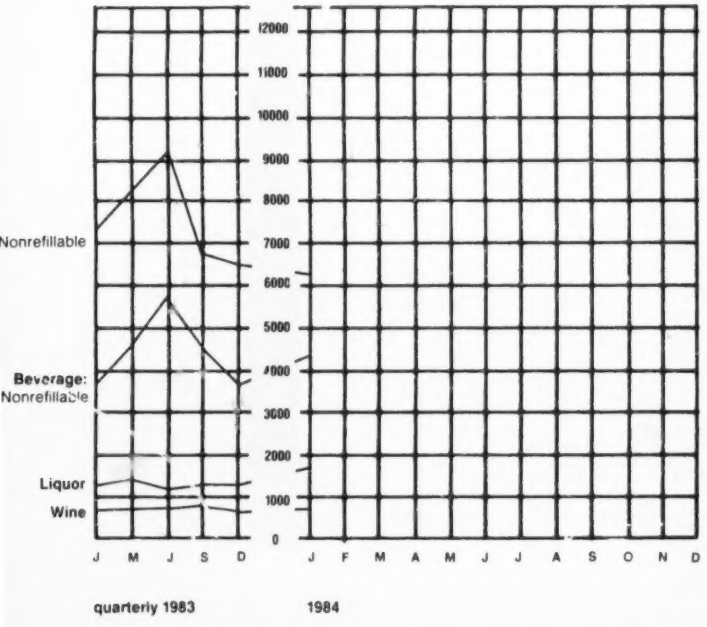


1984 PRODUCER PRICE INDEX (1967 = 100)



BOTTLE SHIPMENTS

(thousands of gross)



IMPORTED BEVERAGES

(proof gals)

	March 1984	April 1984	% Change	April 1983	Apr. '83 vs. Apr. '84 % Change
Beer*	16,986,458	18,523,001	9.0	15,204,560	21.8
Whiskey	4,650,734	7,796,132	67.6	4,429,908	76.0
Brandy	591,228	577,622	(2.3)	542,707	6.4
Gin	426,557	424,380	(0.5)	427,258	(0.7)
Rum	134,069	76,958	(42.6)	111,127	(30.7)
Cordials & liqueurs	906,220	1,054,274	16.3	517,223	103.8
Others	860,854	1,170,349	36.0	524,424	123.2
Total	24,556,220	29,622,716	20.6	21,757,207	36.2
Sparkling wines	807,875	1,015,129	25.7	770,184	31.8
Still wines, table	8,413,890	9,903,383	17.7	7,910,930	25.2
Still wines, fortified	196,197	244,814	24.8	198,873	23.1
Vermouth	202,031	283,285	40.2	246,425	15.0

*Includes ale, stout, porter
Source: National Association of Beverage Importers

ALCOHOLIC BEVERAGE REMOVALS

(barrels of 31 gals)

	February 1984	March 1984	% Change	March 1983	Mar. '84 vs. Mar. '84 % Change
Beer	12,856,577	15,576,577	21.2	15,354,597	1.4
Wine*	27,640,898	27,640,898	19.7	35,337,365	(6.3)

CLOSURES FOR BEVERAGES

(thousands of gross)

	January 1983	February 1984	% Change	February 1983	Feb. '83 vs. Feb. '84 % Change
Metal (for spirits, wines)*	82,028	80,781	(1.5)	84,301	(4.2)
Plastic (for spirits, wines)*	118,174	102,205	(13.5)	123,936	(17.5)
Metal Crowns (beer & soft drinks)	13,545	9,999	(26.2)	14,566	(31.4)
Soft drink (convenience and conventional)	6,027	4,751	(21.2)	25,568	(14.7)
Beer (convenience and conventional)	7,518	5,248	(30.2)	8,998	(41.7)
All other metal closures other	5,710	6,296	10.3	6,827	(7.8)